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62.83

Field-Fresh
Rosebushes
New and Old

Pecan Trees
Eastern and Western

Walnut Trees
Black and English

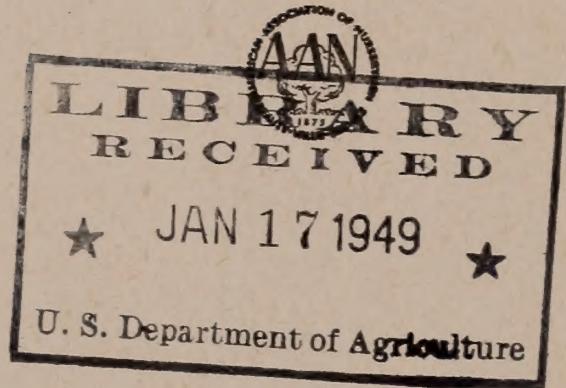
Figs, Too



Arp
Nursery
Company
Tyler, Texas

1948-49

WHOLESALE



OR . . .
SEE YOURSELVES
AS OTHERS
SEE YOU



Sometimes Serious . . .
Always A Good Source

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Reassurance to Arp friends who may have misconstrued a recent business organization:

Consolidated Nurseries, Inc., enters its first season the largest nursery processing company in the Southwest. Partners in Arp Nursery Company own stock, and recommend any purchaser of processed (packaged) rosebushes and assorted flowering shrubs and fruit trees to write Consolidated, Box 311, Tyler, for information.

Arp continues as always, specializing in wholesale production of fine grafted pecan trees and top-quality FIELD-FRESH rosebushes for licensed nurserymen, florists and dealers . . . buyers of bulk, bareroot, trees and plants.

Every item offered in this pricelist is Arp-grown, and that means Better-Rooted. Consolidated is an Arp customer, assured of a supply by a production contract entered three years in advance. You, too, should come to the source. Your annual rosebush stock requirements, both standard garden favorites and newest patented All-American Award winners, can be assured and tailor-made by a budding or growing contract guaranteeing delivery and stabilizing price.

Yes, Consolidated is a good customer, aiming to raise the standard of nursery processing, to get dead and deteriorated stock off the store counters. A really LIVE plant, effectively and attractively packaged, competently distributed and sensibly priced, will do much to rebuild consumer-confidence, customer-acceptance of any product of a legitimate nursery.

FOR BAREROOT ROSEBUSHES AND PECAN TREES,
COME TO ARP. . . . then you'll be sure they're
FIELD-FRESH and really Arp-Grown!

L. B. Dean
Clark Kidd
L. A. Dean



"The annual Nurseryman's Shortcourse, heavily attended by the brains of the business, is source of practical scientific data for easier living. Growers are usually drawn into lively discussion of mutual problems."

Arp Nursery Company Pecan Varieties

BURKETT.—Introduced by J. H. Burkett of Clyde, Texas. Size large, shell thin, kernel plump, flavor excellent. Is one of the most popular varieties. Runs 40 nuts per pound and 55% kernel.

DELMAS.—From Jackson County, Mississippi. Widely disseminated, size large, shell medium thin, kernel plump, quality good. Runs 45 nuts per pound and 48% kernel. Scabs in damper localities.

"SPECIAL." (Sometimes Called MEYHAN),—Originated in Mississippi. Very large nut with thin shell, resembling the Schley quite a bit and seems to be of just as high quality, but is somewhat larger than the Schley. A good individual.

MOORE.—From Jefferson County, Florida. Runs 67 nuts per pound and 49% kernel. Unusually prolific and one of the best commercial varieties for East.

MONEYMAKER.—From Madison Parish, Louisiana. Runs 51 nuts per pound and 46% kernel. Widely disseminated; size medium. Recommended only for eastern portions of the country.

SCHLEY.—Originated in Jackson County, Mississippi. Runs 47 nuts per pound and 61% kernel. An old and widely disseminated variety, and said to be a seedling of the Stuart. A very high-class pecan and an average bearer.

STUART.—Originated in Jackson County, Mississippi. Runs 55 nuts per pound and 44% kernel. An old and widely disseminated variety.

SUCCESS.—Originated in Jackson County, Mississippi. An old and widely disseminated variety, running 37 nuts per pound and 52½% kernel. One of the most valuable Eastern varieties that we have.

TEXAS PROLIFIC.—(Sometimes called Sovereign).—Introduced by E. E. Risien, San Saba, Texas. Runs 48 nuts per pound and 54% kernel. Very prolific and widely disseminated in Texas. A very popular variety.

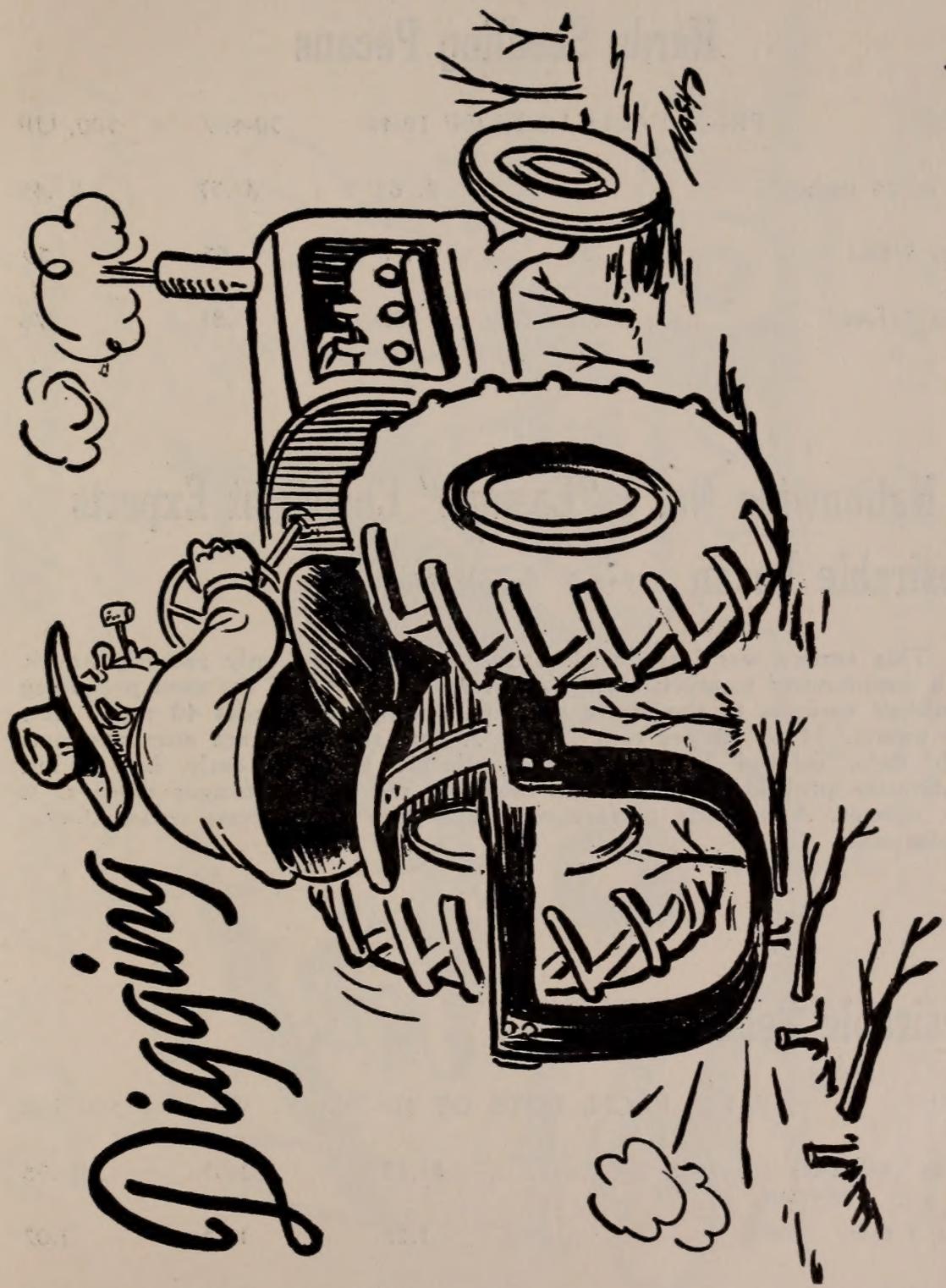
Pecan Varieties (Continued)

WESTERN SCHLEY.—Also introduced by Guy Risien, San Saba, Texas. Runs 59 nuts per pound and 60% kernel. Thin shell and good cracking quality. Resembles the Eastern Schley very much, but probably more valuable for Texas. Very prolific and seems to do well over a wide area.

Pecan Prices

| SIZE | PRICE EACH, LOTS OF 10-49 | 50-499 | 500, UP |
|-----------------------|---------------------------|--------|---------|
| 18 to 24 inches | \$1.05 | \$.95 | \$.86 |
| 2 to 3 feet | 1.17 | 1.05 | .97 |
| 3 to 4 feet | 1.34 | 1.22 | 1.13 |
| 4 to 5 feet | 1.58 | 1.46 | 1.37 |
| 5 to 6 feet | 1.98 | 1.87 | 1.79 |
| 6 to 7 feet | 2.48 | 2.37 | 2.29 |
| 7 to 8 feet | 3.07 | 2.95 | 2.87 |

Size is measured from ground up, as trees stand in nursery row. LCL shipments in kraft paper-lined burlap bales. All quotations F. O. B. nursery depot, Arp, Texas. Packing free.



“Those magic words “MACHINE-DUG,” say the catalogs, guarantee fullest recovery of entire tap and lateral root system of pecan trees. — Wanted: 1 machine to operate a machine.”

Hardy Seedling Pecans

| SIZE | PRICE EACH, LOTS OF 10-49 | 50-499 | 500, UP |
|-----------------------|---------------------------|--------|---------|
| 18 to 24 inches | \$.62 | \$.57 | \$.49 |
| 2 to 3 feet | .70 | .65 | .59 |
| 3 to 4 feet | .87 | .81 | .76 |

Nationwide No. 1 "Eastern" Choice of Experts

Desirable Pecan (1948-49 Supply Limited)

This variety was introduced many years ago but only recently has it been disseminated to much extent. At present it is one of the most promising thin-shell varieties in the entire southern pecan belt. Grades 40 to 60 nuts per pound, 54 to 58 per cent kernel. A fair sheller. Large attractive nuts with light colored kernel of good flavor. Not an early bearer but moderately prolific. Vigorous tree relatively resistant to fungus diseases. A late ripener. Apparently performing better than the Success under similar conditions.

Desirable Pecan Prices

| SIZE | PRICE EACH, LOTS OF 10 | 50 | 500 UP |
|-----------------------|------------------------|--------|--------|
| 18 to 24 inches | \$1.15 | \$1.05 | \$.96 |
| 2 to 3 feet | 1.27 | 1.15 | 1.07 |
| 3 to 4 feet | 1.44 | 1.32 | 1.23 |

20th Century Mechanics - TECHNOLOGICAL KNOW-HOW!



"Production costs these days are reduced only by improved methods and equipment. Remember how much growing stock was lost every time you plowed with Old Beck? Just couldn't keep her from a-trompin' and a-scrapin'!"



"Some smart surveyors can show you where 98 percent of business failures are due to "cockpit trouble"; the boss wears the squeaky shoes. This fellow is only half running a nursery, half fishing, half sleeping, half smoking, half drinking. . . In fact he's not doing much of a job on either.

Grafted Walnut Trees

THOMAS BLACK WALNUT

Giant size improved, grafted Black Walnut. Fastest growing and heaviest producer of easily cracked nuts. Kernels come out in halves. Tree bears very young, generally one year after planting. Delicious flavor. Tree will grow anywhere. Excellent shade tree as well as producer.

WILLSON WONDER ENGLISH WALNUT

Largest nut of all English varieties. Very prolific and fast growing tree. Excellent for shade and timber as well as nuts. Tree has grown to thirty feet and withstood below zero weather.

Thomas Black, Willson Wonder English*

— PRICES —

| SIZE | PRICE EACH, LOTS OF 10-49 | 50-499 | 500, UP |
|-----------------|---------------------------|--------|---------|
| 18 to 24 inches | \$.79 | \$.71 | \$.65 |
| 2 to 3 feet | .88 | .79 | .73 |
| 3 to 4 feet | 1.01 | .92 | .85 |
| 4 to 5 feet | 1.19 | 1.10 | 1.03 |
| 5 to 6 feet | 1.49 | 1.40 | 1.34 |
| 6 to 7 feet | 1.86 | 1.78 | 1.72 |
| 7 to 8 feet | 2.30 | 2.21 | 2.15 |

Size is measured from ground up, as trees stand in nursery row. LCL shipments in Kraft paper-lined bales. All quotations F. O. B. nursery depot, Arp, Texas. Packing free.

*Willson Wonder English up to 5 feet only.

Fig Trees

EVERBEARING VARIETY

True to name, bears from June to the first frost. Large, yellow, firm, sweet fruit. Considered the most hardy of all figs and usually bears the first year.

| SIZE | PRICE EACH, LOTS OF 10-49 | 50-499 | 500, UP |
|-----------------|---------------------------|--------|---------|
| 12 to 18 inches | \$.15 | \$.12 | \$.10 |
| 18 to 24 inches | .20 | .16 | .13 |
| 2 to 3 feet | .25 | .21 | .17 |

Rose Bushes

STANDARD GARDEN FAVORITES VARIETIES ALPHABETICALLY

RED

CLASS*

| | | |
|-----------------------|--------------------------|---|
| AMERICAN BEAUTY HP | Crimson-carmine | 2 |
| AMI QUINARD HT | Blackish garnet | 1 |
| CHRISTOPHER STONE HT | Scarlet overlaid crimson | 3 |
| FRANCIS SCOTT KEY HT | Tyrian pink | 2 |
| GRENOBLE HT | Clear scarlet | 2 |
| E. G. HILL HT | Dazzling scarlet | 3 |
| ETOILE DE HOLLANDE HT | Bright red | 4 |
| LORD CHARLEMONT HT | Deep crimson | 3 |
| MARGARET MC GREY HT | Orange-scarlet | 3 |
| NIGHT HT | Blackish crimson | 3 |
| POINSETTIA HT | Bright scarlet | 1 |
| RED RADIANCE HT | Even red | 1 |
| ROUGE MALLERIN HT | Brilliant red | 3 |
| SYRACUSE HT | Scarlet-crimson | 3 |

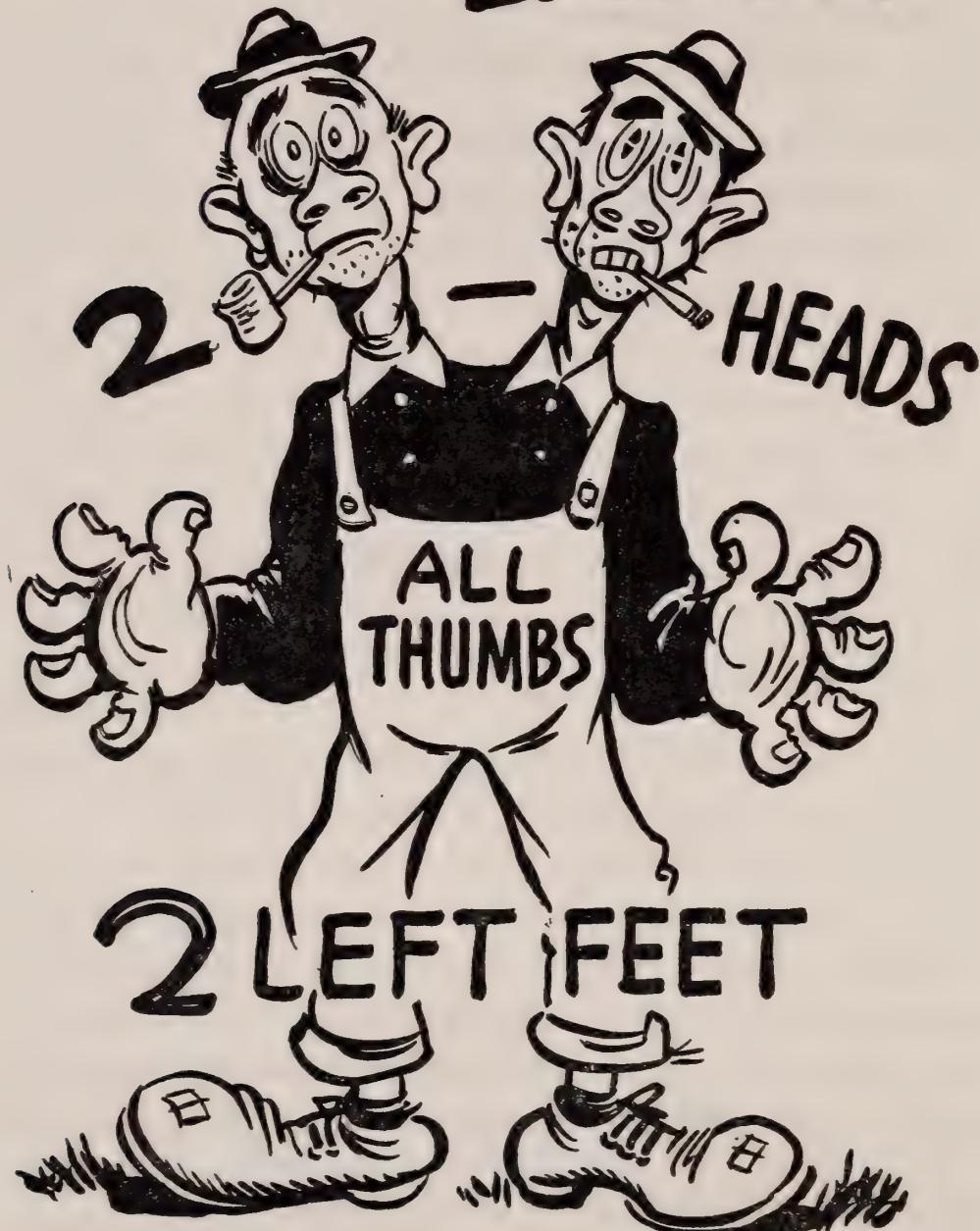
PINK

| | | |
|------------------------|------------------|---|
| BRIARCLIFF HT | Rose pink | 2 |
| COLUMBIA HT | Rose pink | 2 |
| DAINTY BESS HT | Single rose pink | 3 |
| DAME EDITH HELEN HT | Glowing pink | 4 |
| EDITOR MC FARLAND HT | Glowing pink | 1 |
| MRS. LOVELL SWISHER HT | Salmon pink | 2 |
| PINK DAWN HT | Deep rose pink | 3 |
| RADIANCE HT | Cameo pink | 1 |

*Price of Non-patented varieties is governed by the Class Number.

| | CLASS |
|--|-------|
| WHITE | |
| CALEDONIA HT White | 3 |
| FRAU KARL DRUSCHKI HP Snow white | 2 |
| KAISERINE AUGUSTE VIKTORIA HT Cream white | 1 |
| KONIGIN LUISE HT White | 2 |
| MME. JULES BOUCHE HT White | 2 |
| YELLOW | |
| GOLDEN CHARM HT Deep yellow | 1 |
| GOLDEN DAWN HT Sunflower-yellow | 3 |
| GOLDEN OPHELIA HT Golden yellow | 2 |
| JOANNA HILL HT Deep yellow | 4 |
| JULIEN POTIN HT Primrose-yellow | 5 |
| LADY HILLINGDON T Apricot-yellow | 3 |
| LUXEMBOURG HT Coppery yellow | 1 |
| MC GREDY'S YELLOW HT Buttercup yellow | 4 |
| MRS. PIERRE S. du PONT HT Reddish yellow | 3 |
| ROSLYN HT Golden yellow | 4 |
| SUNBURST HT Cadmium-yellow | 3 |
| TWO-TONE | |
| BETTY UPRICHARD HT Salmon to carmine | 1 |
| CONDESSA DE SASTAGO HT Oriental red and yellow | 2 |
| DUQUESA DE PENARANDA HT Orange shadings | 4 |
| EDITH NELLIE PERKINS HT Salmon to orange | 1 |
| HEINRICH WENDLAND HT Nasturtium-red to gold | 4 |
| HINRICH GAEDE HT Orange-yellow | 5 |
| MEVROUW G. A. VAN ROSSEM HT Apricot on gold | 2 |
| MME. C. CHAMBARD HT Shaded salmon to yellow | 2 |
| MME. JOSEPH PERRAUD HT Yellow to copper | 5 |
| PRESIDENT HERBERT HOOVER HT Orange to copper | 4 |
| SOEUR THERESE HT Gold to Cadmium, carmine | 2 |
| TALISMAN HT Yellow to copper | 1 |
| TALISMAN NO. 5 HT Selected Talisman | 3 |

Postwar Nursery LABOR



"There is usually one consistent angle to your hired hand, one thing you can depend on when you're away to convention: Whatever he does, it's WRONG. . . and always expensive."

Standard Garden Favorites (Continued)

| RUGOSA & HFT | CLASS |
|---|-------|
| F. J. GROOTENDORST HRug Bright red | 2 |
| GROOTENDORST SUPREME HRug Crimson-red | 2 |
| HARRISON'S YELLOW HFt Bright yellow | 2 |
| PINK GROOTENDORST HRug Clear pink | 2 |
| POLYANTHA & HPol | |
| BABY DOLL (Tip-Top) Pol Rose to yellow | 3 |
| CECILE BRUNNER (Sweetheart) HPol Pink | 5 |
| ELLEN POULSEN HPol Cherry pink | 1 |
| FLORADORA, 1945 AARS, HPol Scarlet red | 5 |
| GOLDEN SALMON Pol Pure orange | 1 |
| IDEAL Pol Velvety crimson | 1 |
| MISS EDITH CAVELL Pol Scarlet-crimson | 1 |
| ROSE ELFE HPol La France pink | 1 |
| CLIMBERS | |
| CLIMBING AMERICAN BEAUTY LC Rose-red | 2 |
| CL. CALEDONIA CHT White | 2 |
| CL. COLUMBIA CHT Pink | 3 |
| CL. EDITOR MC FARLAND CHT Pink | 2 |
| CL. ETOILE DE HOLLANDE CHT Red | 2 |
| CL. KAISERIN AUGUSTE VIKTORIA CHT White | 3 |
| CL. MRS. PIERRE S. du PONT CHT Yellow | 2 |
| CL. PRESIDENT HOOVER CHT Two-tone | 3 |
| CL. RED RADIANCE CHT Red | 2 |
| CL. TALISMAN CHT Two-tone | 2 |
| DR. W. VAN FLEET LC Cameo-pink | 3 |
| PAUL'S SCARLET CLIMBER LC Vivid scarlet | 1 |
| PRIMROSE LC Primrose-yellow to canary | 3 |

Rose Grades (HT., Rug, HRug, HP)

From Horticultural Grade Standards adopted by American Association of Nurseryman, July, 1948. —Is your grower familiar with the REVISED standards? Here is more for your money.

Grade No. 1

3 or more strong canes, two of which are to be 18 inches and up, with the exception of a few of the light growing sorts, which are to have three or more canes, two of which are to be 16 inches and up, and one cane to be 18 inches and up, branched not higher than 3 inches above the bud union.

Grade No. 1½ or Medium

2 or more strong canes, to be 15 inches and up with the exception of a few of the light growing sorts, which are to have 2 strong canes 13 inches and up, branched not higher than 3 inches above the bud union.

Grade No. 2

2 or more strong canes 12 inches and up, with the exception of a few light growing sorts which are to have 2 or more canes, 10 inches and up, branched not higher than 3 inches above the bud union.

(Pol, HPol, Floribunda and Climbers have own grade standards, slightly different, not reprinted here for purpose of brevity.)

PRICES OF ROSEBUSHES STANDARD VARIETIES

Classification opposite variety description determines the rate

| Order | No. 1 Grade | | | No. 1½ Grade | | | No. 2 Grade | | | |
|------------|-------------|-------|------|--------------|------|------|-------------|------|------|------|
| | Lots of | 100 | 500 | 1000 | 100 | 500 | 1000 | 100 | 500 | 1000 |
| Rose Class | | | | | | | | | | |
| I | | \$32½ | .25 | .22½ | .27½ | .20 | .17½ | .22½ | .15 | .12½ |
| II | | .35 | .27½ | .25 | .30 | .22½ | .20 | .25 | .17½ | .15 |
| III | | .37½ | .30 | .27½ | .32½ | .25 | .22½ | .27½ | .20 | .17½ |
| IV | | .40 | .32½ | .30 | .35 | .27½ | .25 | .30 | .22½ | .20 |
| V | | .42½ | .35 | .32½ | .37½ | .30 | .27½ | .32½ | .25 | .22½ |

Wholesale shipments in multiples of 10 only. Broken lots will be billed at 10 percent above list price.



"Nurserymen have 'A way with things', a natural green thumb. Sometimes the growing is so successful that flamethrowers are needed to recover the 'crop' from the weeds."

Patented Rosebushes

| | | MINIMUM |
|-----------------------------------|-------------------------------------|---------|
| | | RETAIL |
| RED | | |
| American Flagship (Pat. 676) | Unvarying scarlet HT | \$1.50 |
| Better Times (Pat. 23) | Brilliant cerise HT | 1.35 |
| Charlotte Armstrong, 1941 AARS, | (Pat. 455) Red to cerise HT | 1.50 |
| Crimson Glory (Pat. 105) | Velvety crimson HT | 1.50 |
| Dickson's Red, 1940 AARS, | (Pat. 376) Crimson-scarlet HT | 1.35 |
| Mirandy, 1945 AARS, | (Pat. 632) Garnet-red HT | 1.50 |
| Nocturne, 1948 AARS, | (Pat. 713) Cardinal to crimson HT | 2.00 |
| Rubaiyat, 1947 AARS, | (Pat. 758) Rose-red HT | 1.50 |
| PINK | | |
| Katharine T. Marshall, 1944 AARS, | (Pat. 607) Deep rose-pink HT | 1.50 |
| Show Girl (Pat. 646) | Deep pink HT | 1.50 |
| YELLOW | | |
| Eclipse (Pat. 172) | Gold HT | 1.35 |
| Peace, 1946 AARS, | (Pat. 591) Lemon edged with rose HT | 2.00 |
| TWO-TONE | | |
| Countess Vandal (Pat. 38) | Pink-salmon, yellow base HT | 1.35 |
| McGredy's Sunset (Pat. 317) | Chrome yellow, buttercup HT | 1.35 |
| Taffeta, 1948 AARS, | (Pat. 716) Straw-yellow, begonia HT | 2.00 |
| Texas Centennial (Pat. 162) | Brick-red to gold HT | 1.00* |

POLYANTHA & HPol

| | |
|--|------|
| Betty Prior (Pat. 340) Carmine-pink HPol Floribunda | 1.00 |
| Donald Prior (Pat. 377) Bright scarlet HPol Floribunda | 1.00 |
| Goldilocks (Pat. 672) Deep yellow HPol | 1.50 |
| Permanent Wave (Pat. 107) Carmine HPol Floribunda | 1.00 |
| Pink Bountiful (Pat. 601) Pink Pol | 1.25 |
| Pinkie, 1948 AARS, (Pat. 712) Neyron rose Pol | 1.50 |
| Pinocchio (Pat. 484) Pink suffused salmon Pol | 1.25 |
| Summer Snow (Pat. 416) Clear white Pol | 1.00 |
| World's Fair, 1940 AARS, (Pat. 362) Deep crimson HPol Floribunda | |
| | 1.25 |

CLIMBERS

| | |
|---|------|
| Dr. J. H. Nicolas (Pat. 457) Rose pink LC | 1.50 |
| Cl. Summer Snow (Pat. 400) Snow white R | 1.50 |

Patented Bush Prices

Determined by Retail

| If retail is | WHOLESALE PRICE (Per variety) will be: | | | |
|--------------------|--|--------|--------|---------|
| Each | Lot of 1-9 | 10-19 | 20-249 | 250, UP |
| \$2.00 | \$1.25 | \$1.10 | \$1.00 | \$.85 |
| 1.50 | 1.00 | .90 | .75 | .65 |
| 1.35 | .80 | .75 | .65 | .55 |
| 1.25 | .75 | .70 | .60 | .50 |
| 1.00 | .60 | .55 | .50 | .40 |
| 1.00* (Centennial) | .60 | .55 | .50 | minimum |

F. O. B. Arp, packing free.

A A R S -All America Rose Selections

Since the Plant Patent Act was passed in the early Thirties, most rose introductions are protected by a patent. Most plants worth registering are worth growing, but to give the consumer a reliable yardstick while building a stable market for the best of the new varieties, All-America Rose Selection's eighteen test gardens coast-to-coast, judged by top-ranking rose experts, annually score the winners. Arp is proud of AARS membership and of licenses permitting production of the world's best, for you.

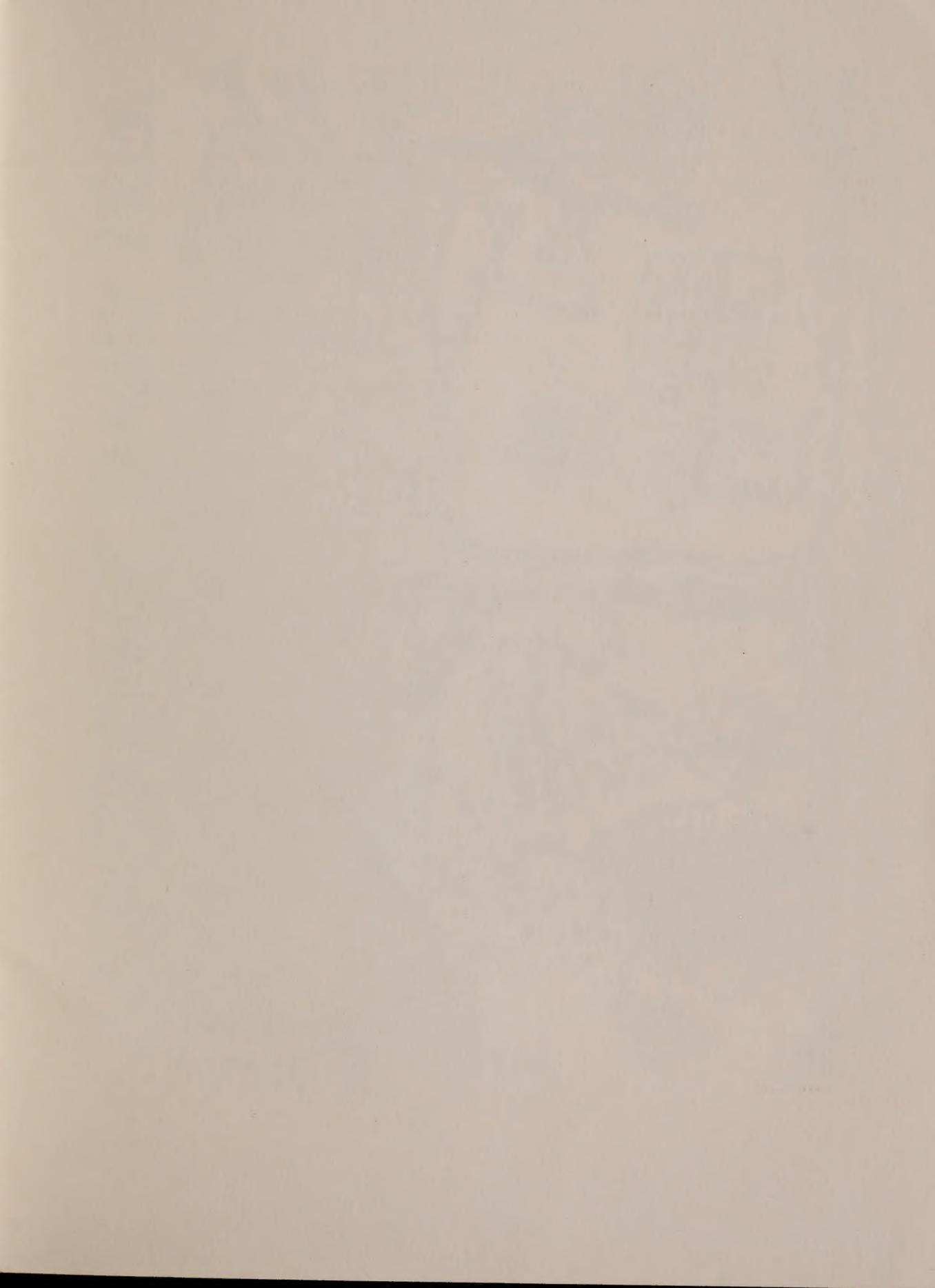
Supply of AARS winners, unfortunately, is short. But every patented rose offered is already publicized, proved and popular.

TERMS:

- F. Cash Discount . . . 1% —Shipments all F. O. B. Arp To firms with credit established here, Net 30 days.
- O. Each item at wholesale is in multiples of 10 of each variety and grade. Broken lots will be charged 10% additional to list price.
- A
- R Satisfaction on delivery and true varieties are the only guarantees, but these you can depend on. Claims of damage or shortage must be made immediately on delivery of merchandise. Adjustments will be as prompt.
- P Acknowledgment, packing list, and invoice forms for every order are mailed.

This price list cancels previous quotations on less-than-carload shipments. CARLOT DELIVERIES FROM ARP'S OWN REFRIGERATED WAREHOUSE, EITHER INDIVIDUAL OR POOLED ORDERS, EARN SPECIAL TERMS; PLEASE WRITE.

Have you thought about a production contract with Arp, guaranteeing future supply and stabilizing marketing? It's the economical way.



NURSERYMANS' FAMILY TREE



"The only progress noted in a few documentary nursery catalogs, featuring on inside front cover a row of similar scowls of varying ages, is the gradual disappearance of chin whiskers."

OFFERING NUT TREES—

Full-Rooted, Machine-Dug, Graft or Seedling

OFFERING ROSEBUSHES—

NEW AND OLD

Field-Fresh from Arp's own big refrigerated warehouse-

Scarce and Dependable Variety Assortment-

Arp-Grown with Life Insurance-

Not crippled by flower sale-

Jumbo and XXX Plants in No. 1 grade, Same Price-

Treated Cuttings-

Dusting Program Guaranteed, Not Claimed-

OFFERING REFRIGERATION SERVICE—

Second to None-

Timely Deliveries-

ALL BAREROOT — PACKED FREE

Arp Is A Good Grower of Roses and Pecans.

COME TO THE SOURCE

ARP NURSERY COMPANY

Box 867

TYLER, TEXAS